

IN THE CLAIMS:

1. (Currently Amended) A promotional calendar comprising:
a series of pages each imprinted with a respective day of the year and held together to allow turning or tear off of each page;
each page prominently printed with the name of a person to personalize each page of the calendar;
each page also prominently printed with an identifier of an enterprise to be promoted, whereby said person's name and said enterprise identifier are visually associated on each page.

2. (Currently Amended) The calendar of claim 1 wherein a ~~differing~~ text message is also imprinted on each calendar page differing from the text messages of the other pages.

3. (Original) The calendar of claim 2 wherein only the date is printed on each page to provide a perpetual calendar.

4. (Currently Amended) A method of promoting an enterprise to selected individuals comprising the steps of prominently printing the name of each such individual on each page of a daily calendar having a separate page for each day; as well as
imprinting an enterprise identifier on each page of said daily calendar so as to visually associate said printed name and said enterprise identifier on each page thereof; and,

distributing said daily calendar to each of said individuals.

5. (Original) The method according to claim 4 further including the step of

imprinting a different message relating to the enterprise on each page of said daily calendar.
